

SERFF Tracking Number: PRUD-126279449 State: Arkansas
Filing Company: Prudential Annuities Life Assurance Corporation State Tracking Number: 43321
Company Tracking Number: COMP-A135374AS-AR-JM
TOI: A03I Individual Annuities - Deferred Variable Sub-TOI: A03I.002 Flexible Premium
Product Name: A135374AS-AR
Project Name/Number: A135374AS-AR/A135374AS-AR

Filing at a Glance

Company: Prudential Annuities Life Assurance Corporation

Product Name: A135374AS-AR

SERFF Tr Num: PRUD-126279449 State: Arkansas

TOI: A03I Individual Annuities - Deferred
Variable

SERFF Status: Closed-Filed-
Closed

State Tr Num: 43321

Sub-TOI: A03I.002 Flexible Premium

Co Tr Num: COMP-A135374AS-
AR-JM

State Status: Filed-Closed

Filing Type: Form

Reviewer(s): Linda Bird

Authors: Andrea Knazik, Michael
Markman

Disposition Date: 08/25/2009

Date Submitted: 08/25/2009

Disposition Status: Filed-Closed

Implementation Date Requested: On Approval

Implementation Date:

State Filing Description:

General Information

Project Name: A135374AS-AR

Status of Filing in Domicile: Not Filed

Project Number: A135374AS-AR

Date Approved in Domicile:

Requested Filing Mode: Review & Approval

Domicile Status Comments:

Explanation for Combination/Other:

Market Type: Individual

Submission Type: New Submission

Group Market Size:

Overall Rate Impact:

Group Market Type:

Filing Status Changed: 08/25/2009

Explanation for Other Group Market Type:

State Status Changed: 08/25/2009

Deemer Date:

Created By: Jenny Mclachlan

Submitted By: Jenny Mclachlan

Corresponding Filing Tracking Number:

Filing Description:

Please see cover letter in supporting documents section.

Company and Contact

Filing Contact Information

William Bratton, Manager, Compliance

william.bratton@prudential.com

One Corporate Drive

203-402-1460 [Phone]

Shelton, CT 06484

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Filing Company Information

Prudential Annuities Life Assurance Corporation
One Corporate Drive
P.O. Box 883
Shelton, CT 06484
(800) 628-6039 ext. [Phone]

CoCode: 86630
Group Code: 304
Group Name: Prudential Annuities
FEIN Number: 06-1241288

State of Domicile: Connecticut
Company Type: Life
State ID Number:

Filing Fees

Fee Required? No
Retaliatory? No
Fee Explanation:
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Prudential Annuities Life Assurance Corporation	\$25.00	08/25/2009	30089847

SERFF Tracking Number: *PRUD-126279449* *State:* *Arkansas*
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Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Filed-Closed	Linda Bird	08/25/2009	08/25/2009

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Disposition

Disposition Date: 08/25/2009

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

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Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		No
Supporting Document	Application		No
Supporting Document	Life & Annuity - Acturial Memo		No
Supporting Document	Cover letter		Yes
Form	A135374AS-AR		Yes

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Form Schedule

Lead Form Number: A135374AS-AR

Schedule Item Status	Form Number	Form Type	Form Name	Action	Action Specific Data	Readability	Attachment
	A135374A S-AR	Advertising	A135374AS-AR	Initial			IFS- A135374.pdf



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[Prices & Performance](#) > [Fixed Rates](#) > **Impact/Nike Fixed Rates**

Impact/Nike Fixed Rates

Fixed Rates as of [May 1, 2009]. Please Note: Prudential Annuities reserves the right to change these rates at any time without notice.

Impact / Nike	
Guarantee Period (years)	Guaranteed Rate
1	[2.09%]
2	[2.34%]
3	[2.79%]
5	[3.45%]
7	[4.15%]
10	[4.37%]

CDSC Schedule

Year(s)	1	2	3	4	5	6	7	8
•	6%	6%	5%	5%	4%	3%	2%	0%

CDSC is assessed on withdrawals in excess of free withdrawal amounts. See prospectus for details.

All fixed allocations are subject to a Market Value Adjustment that may increase or decrease values if surrendered or transferred prior to the end of the stated Guarantee Period.

All guarantees are based on the claims-paying ability of the issuer. The guarantees do not apply to the investment performance or safety of the underlying portfolio in the variable annuity.

Withdrawals of taxable amounts are subject to ordinary income tax and a 10% federal income tax penalty may apply prior to age 59 1/2.

Fixed Allocations may not be available in all states, are subject to change, and may differ by state.

Impact/Nike is issued on form AXASP2/CRT (12/94) et al or a state variation thereof.

This material is authorized for distribution to prospective investors only when preceded or accompanies by a current [prospectus](#) containing complete information, including information on charges, expenses, and tax consequences in relation to the specific product. It should be read

carefully before investing or sending money. The prospectus is the controlling document with regard to this product. You should always consult competent tax advisors regarding the tax implications of any product, or any use of any product in your particular situation.

ANNUITIES

NOT FDIC OR GOVERNMENT AGENCY INSURED	NOT BANK OR CREDIT UNION GUARANTEED	MAY LOSE VALUE
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Investors should consider the contract and the underlying portfolios’ investment objectives, risks, charges and expenses carefully before investing. This and other important information is contained in the prospectuses, which can be obtained on the [prospectus page](#) or from your financial professional. You should read the prospectuses carefully before investing.

Annuities are issued by Prudential Annuities Life Assurance Corporation. Securities products are distributed by Prudential Annuities Distributors, Inc. Both Prudential Financial companies are located in Shelton, CT. Each is solely responsible for its financial condition and contractual obligations.

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IFS-A135374 Ed. 05/2009

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Supporting Document Schedules

		Item Status:	Status Date:
Bypassed - Item:	Flesch Certification		
Bypass Reason:	n/a		
Comments:			
		Item Status:	Status Date:
Bypassed - Item:	Application		
Bypass Reason:	n/a		
Comments:			
		Item Status:	Status Date:
Bypassed - Item:	Life & Annuity - Acturial Memo		
Bypass Reason:	n/a		
Comments:			
		Item Status:	Status Date:
Satisfied - Item:	Cover letter		
Comments:			
Attachment:			
AR Cover letter A135374AS.pdf			



William Bratton
Manager, Compliance

Prudential Annuities
One Corporate Drive
Shelton, CT 06484
Tel (203) 402-1460

August 25, 2009

Arkansas Department of Insurance
1200 West Third Street
Little Rock, AR 72201-1904

Re: **Advertising Materials:**
Prudential Annuities Life Assurance Corp. NAIC # 86630

To Whom It May Concern:

On behalf of Prudential Annuities Life Assurance Corp, wholly owned subsidiary of The Prudential Insurance Company of America, and pursuant to applicable State requirements, I am enclosing the following advertising material(s):

Material Title	Edition Date	IFS #
PA-INV-Impact_Nike Fixed Rates	5/2009	A135374

Specific products or annuities referred to in the piece, including in-force products no longer being sold: Product Name and/or contract number: AXASP2/CRT (12/94)

Please let me know if you require any additional information.

Sincerely,

William Bratton
Manager, Compliance

Encl.